

GUIDING MONTANA BUSINESSES TO

Success

evolve images

Kristal and Cari had been doing photography and establishing a professional portfolio as Evolve Images for almost a year, but had

still not been able to build up the business in order to pursue photography full-time and quit their “day jobs”. In order to achieve this goal, Kristal and Cari needed to secure a business loan for a lease on a commercial space, make leasehold improvements to convert it into a professional studio, and purchase a few much needed pieces of equipment. Kristal came to the Small Business Development Center at Big Sky Economic Development as a referral from her lender. She needed to compile a loan package that included a business plan and three years of cash flow projections. Beth Allen, an SBDC Business Advisor, assisted Kristal in developing a business plan that focused heavily on the marketing plan and financial plan. Kristal and Cari were able to secure a line of credit and set-up their professional studio on Grand Avenue in Billings in August 2012. The studio focuses on creating life-long relationships with their own clients by sharing in their life experiences and milestones by documenting them through their photography.



Smile & say Cheese!

Advisor: Beth Allen

Client: Kristal Lohse

Impact: Business Created
Financing Received

